

An attempt by a British insurance firm to determine whether non-smokers were better insurance risks than smokers not merely failed in obtaining its objective, but brought to light a singular lack of concern on the part of the public.

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Non-Smokers Better Risks?

(From London) An attempt by an English insurance company to assess whether non-smokers were a better insurance risk than smokers has been unsuccessful.

A company spokesman reports "We thought there was a possibility that, like teetotallers, non-smokers were a better risk for auto insurance, for instance. But in the two years since we introduced special premiums for non-smokers I don't think we have insured a single non-smoker.

"Of the few people who applied, the majority were either too old or hopeless risks. One applicant, a man of 80, wanted car insurance. It is not worthwhile to continue to advertise the scheme, although we are still prepared to do it for any suitable person."

The company offered non-smokers a 5 per cent reduction on premium for auto insurance and 10 per cent off for accident and sickness. The offer was made to members of the National Society of Non-Smokers, in the hope of gaining statistical proof of the value of not smoking.

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